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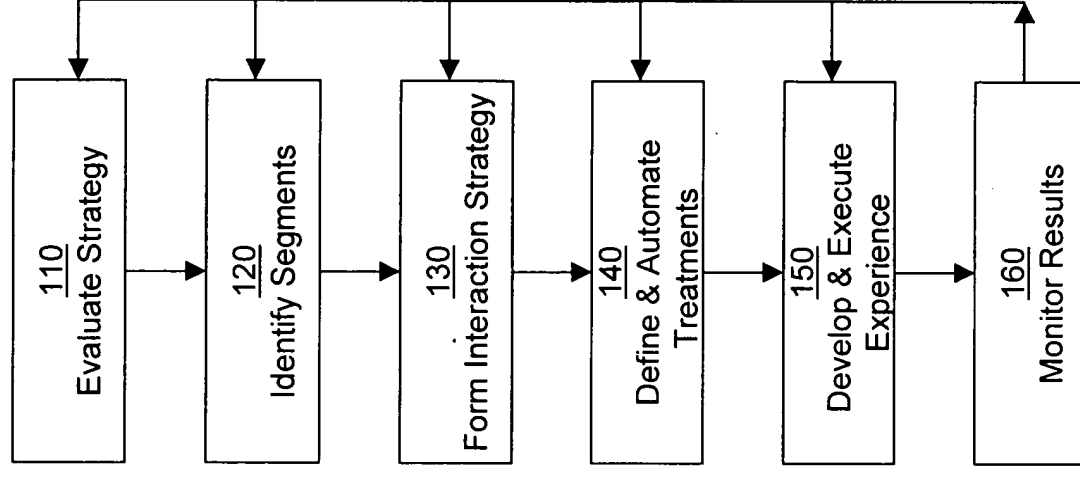


Figure 1 THE METHODOLOGY

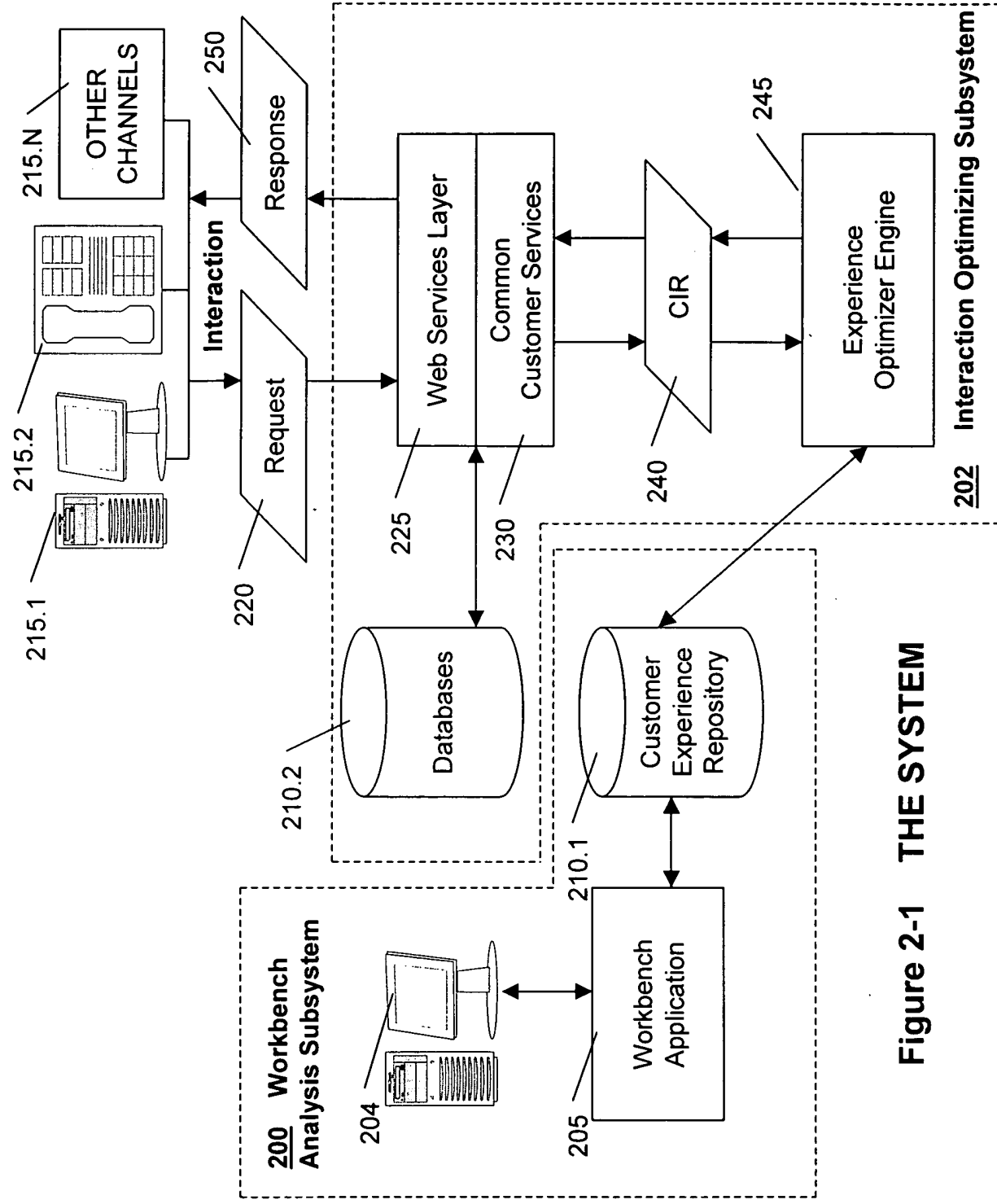


Figure 2-1 THE SYSTEM

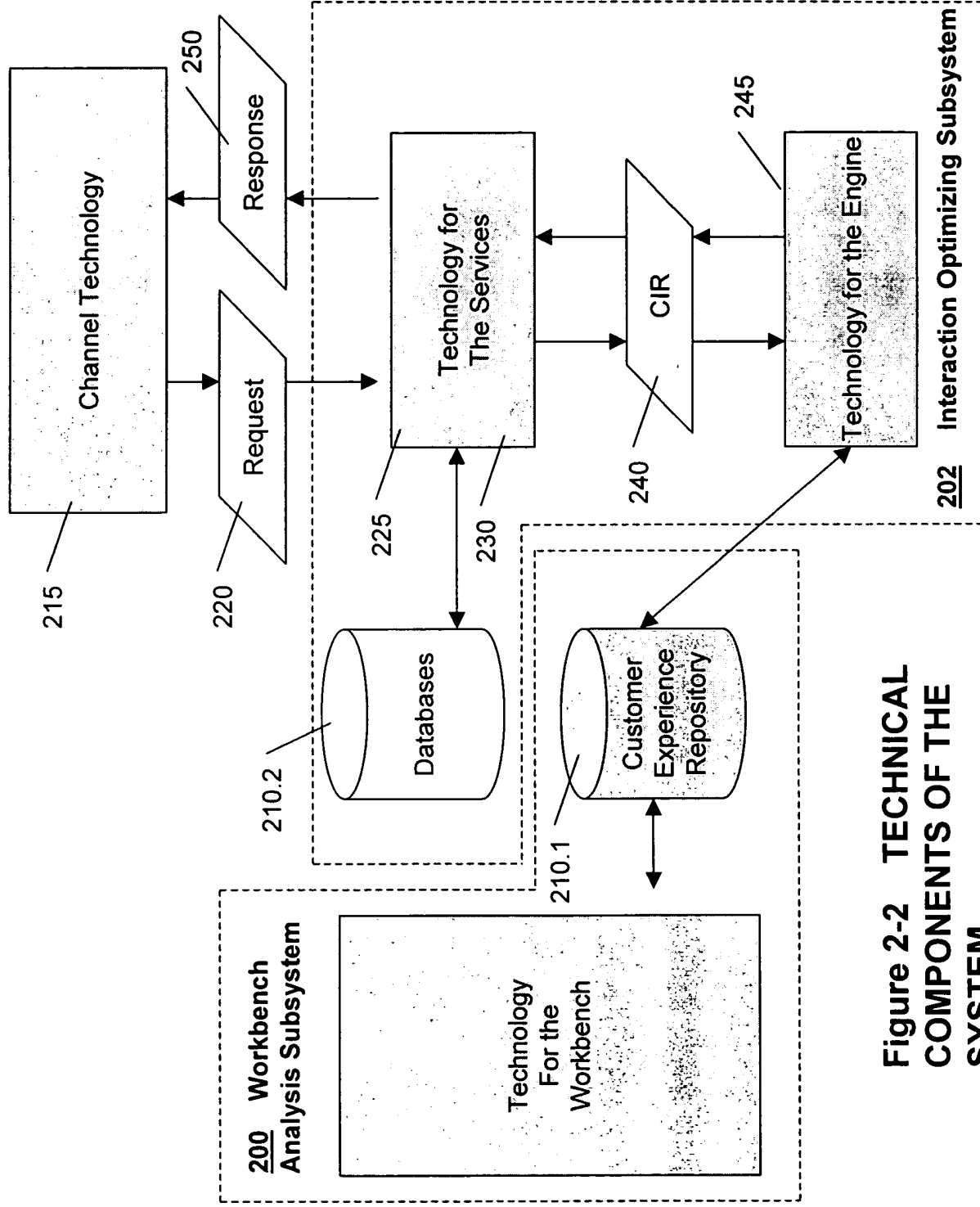


Figure 2-2 TECHNICAL COMPONENTS OF THE SYSTEM

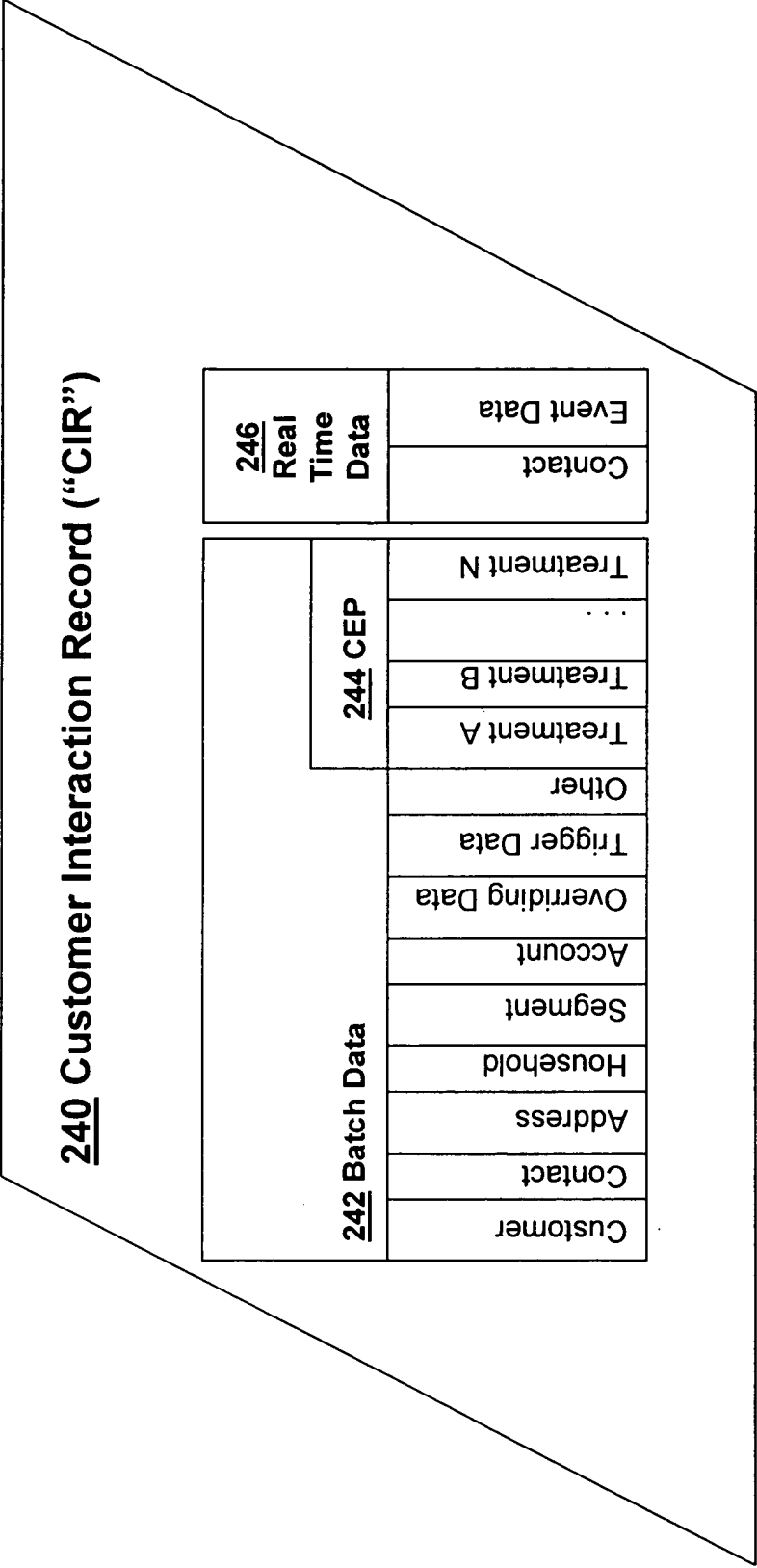


Figure 2-3 CIR FORMAT

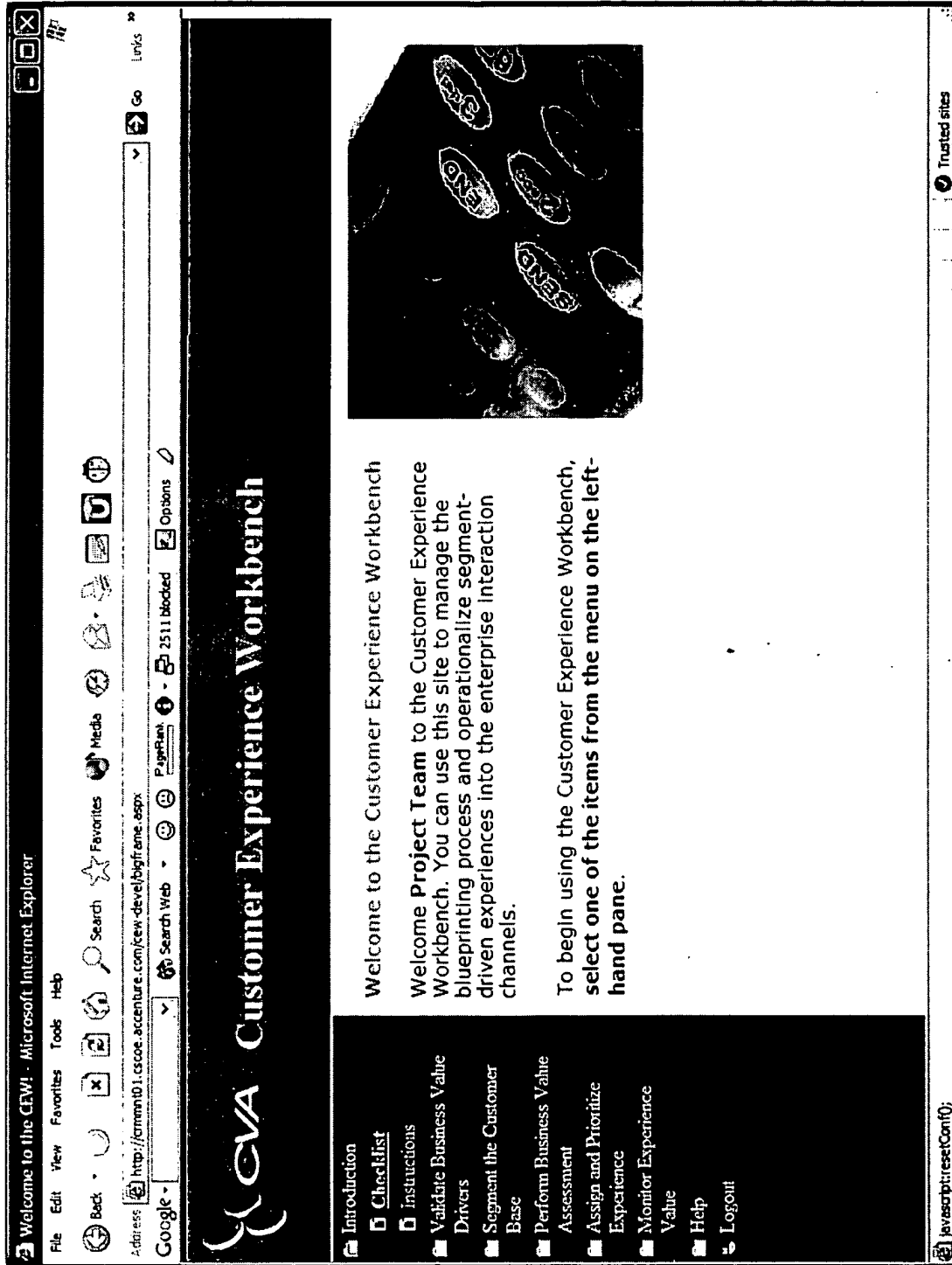


Figure 3-1

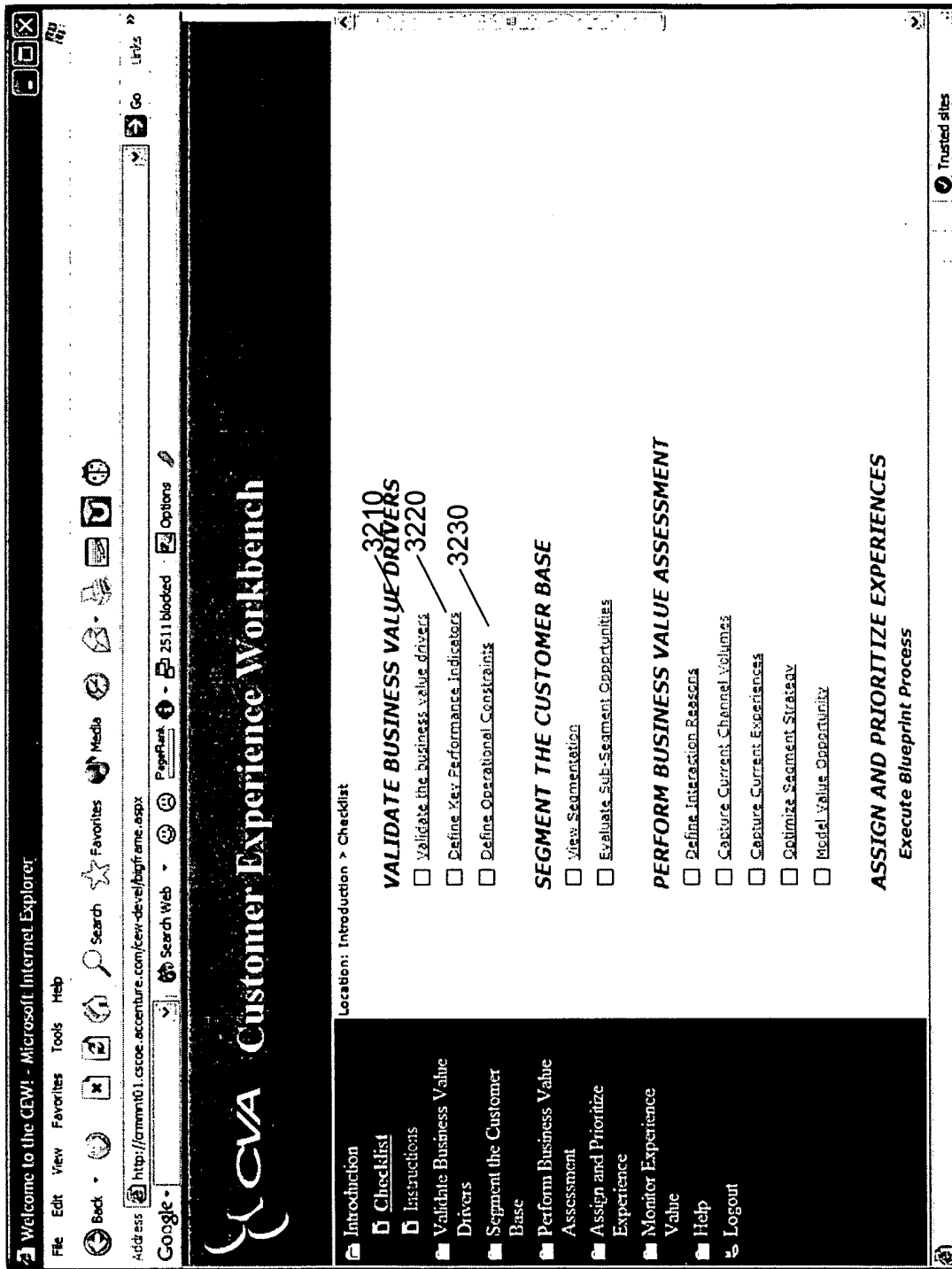


Figure 3-2

Welcome to the CEW! - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address: http://cmmt011.cscoc.accenture.com/cew-devel/fogframe.aspx
Google Search Web PageRank 2511 blocked Options
Go Links

Customer Experience Workbench

Introduction
Validate Business Value Drivers
Segment the Customer Base
View Segmentation
Evaluate Sub-Segment Opportunities
Perform Business Value Assessment
Assign and Prioritize Experience
Monitor Experience Value
Help
Logout

Location: Segment the Customer Base > View Segmentation

Segments Description:

Segment Name <small>View All Profiles</small>	3310	3320	Description
At-Risk Core <small>View Detailed Profile</small>	<ul style="list-style-type: none"> 50% of customers represents 1/3 of revenues, 1/3 of all utilization; 60% of all service costs Susceptible to competitors and bargains Low-to-medium utilization, usually below allowance Low DSL ownership 		
Budget Managers <small>View Detailed Profile</small>			<ul style="list-style-type: none"> 2% of population represents 2% of revenues, 6% of usage Avg. utilization Highest cost-to-serve; higher than average billing inquiries Avg. number of billing adjustments
Loyal Core <small>View Detailed Profile</small>			<ul style="list-style-type: none"> 32% of population, 2nd in longevity Have and average of 1-2 products Below average cost-to-serve 2 sub-segments: Web users & non-web users (see "Web Savvy")

Done

Figure 3-3

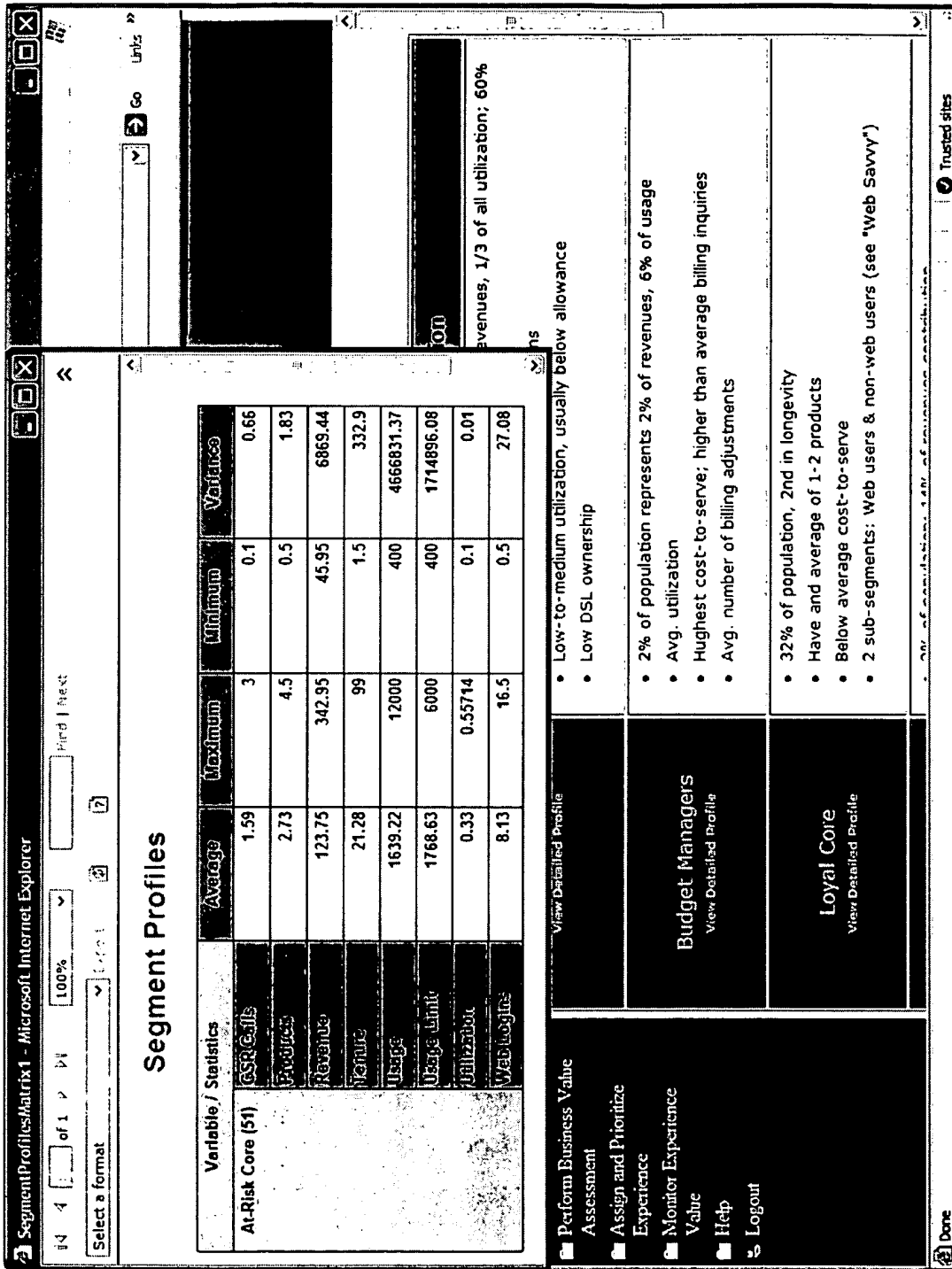


Figure 3-4

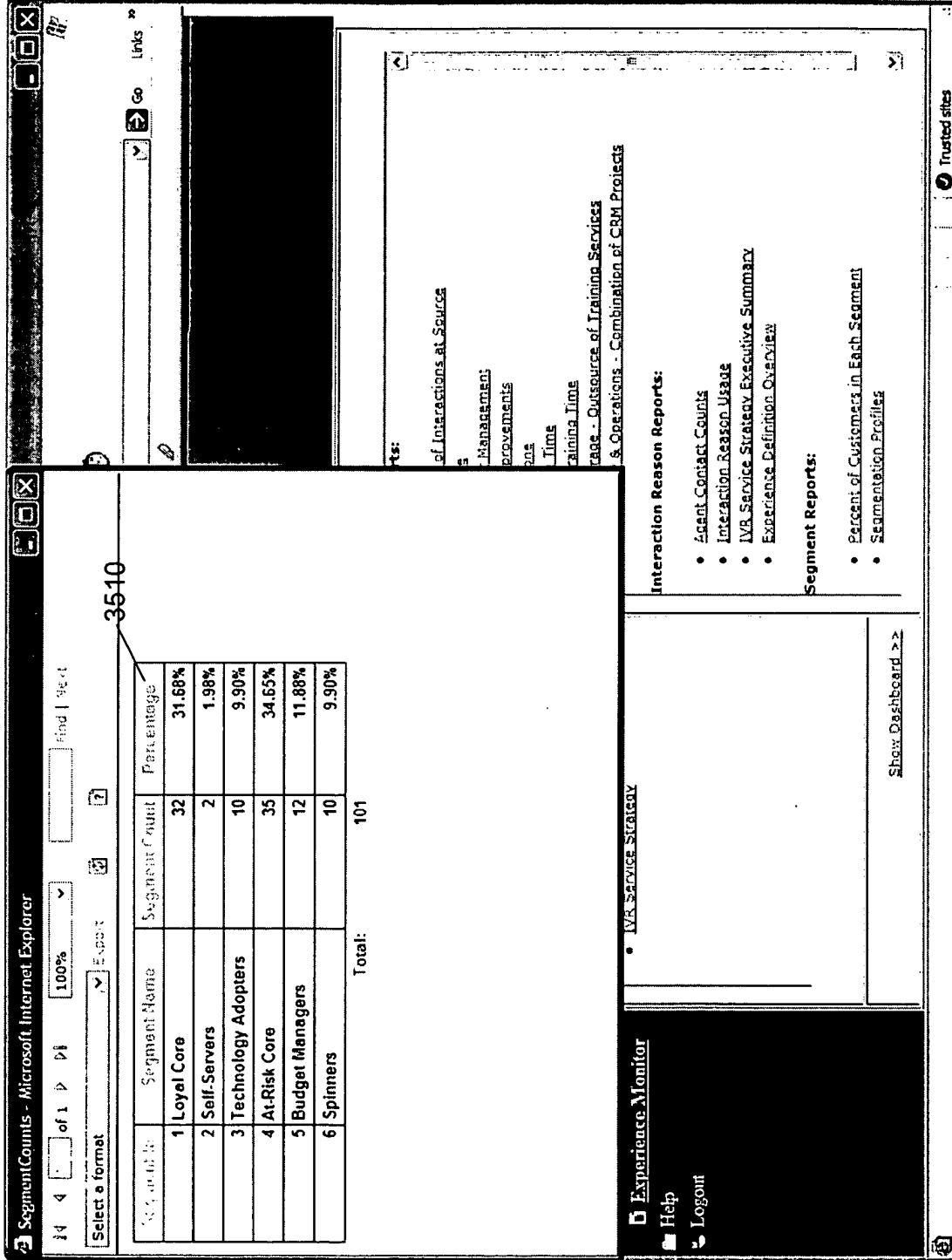


Figure 3-5

[illegible]

Figure 3-6

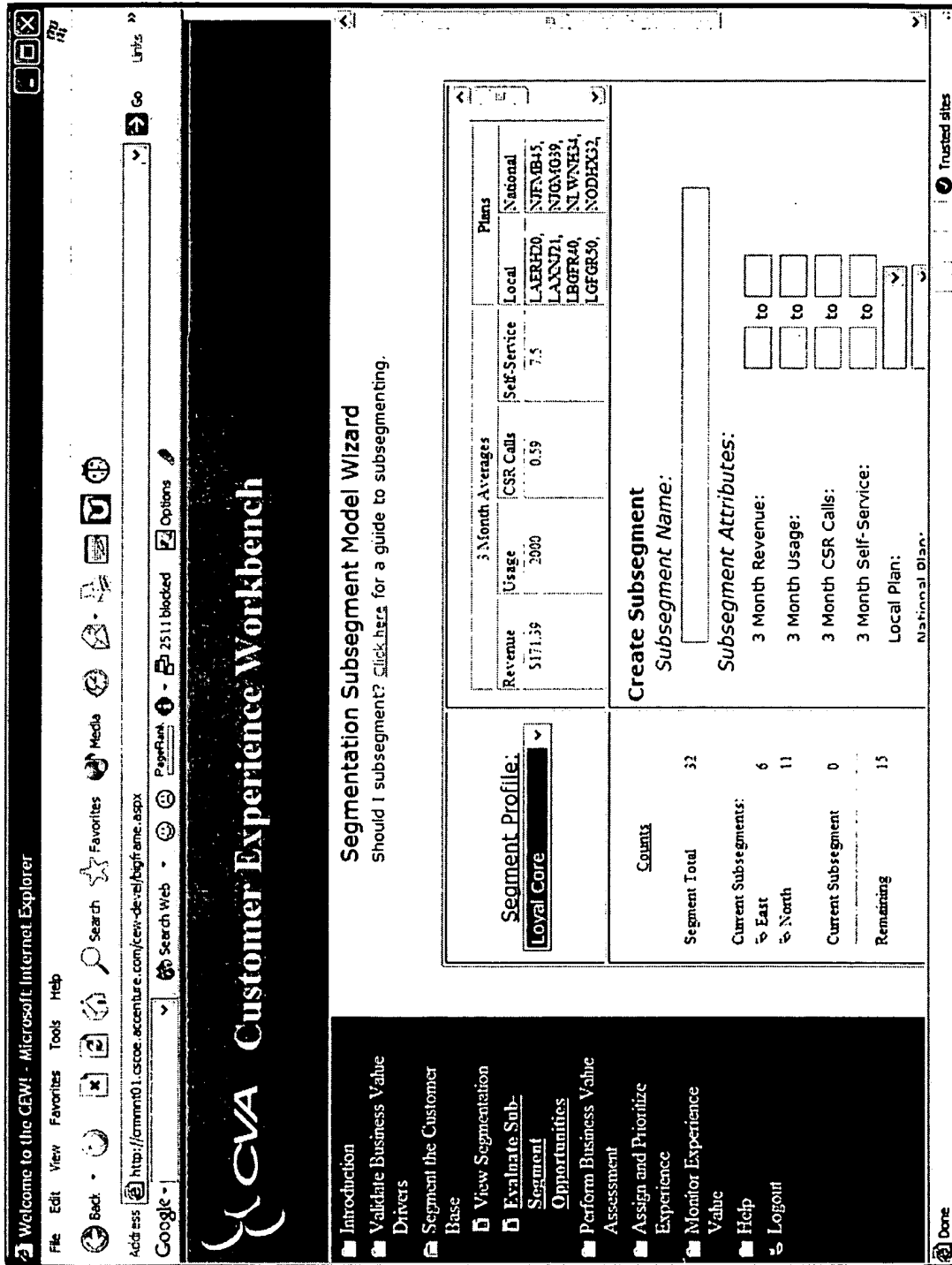


Figure 3-7

Microsoft Internet Explorer

Back - Forward Stop Search Favorites Media

Address http://mm101.cscor.accenture.com/csw-dev/bigrframe.aspx

CVA Customer Experience Workbench

Introduction

Validate Business Value Drivers

Segment the Customer Base

Perform Business Value Assessment

Define Interaction Reasons

Capture Current Channel Volumes

Capture Current Experiences

Optimize Segment Strategy

Model Value Opportunity

Assign and Prioritize Experience

Monitor Experience Value

Help

Logout

Location: Perform Business Value Assessment > Define Interaction Reasons

3860

Billing Adjustment:

MESSAGE UNITS - ADJUSTMENTS

MESSAGE UNITS - STUDY STARTED FOR LUM CLM

TOLL BILLING EXCEPTION(TBE) - ACTIVATE

Billing Change:

ASSUME OUTSTANDING CHARGES

BILLING NAME - ADD 2ND NAME

BILLING NAME - DELETE 2ND NAME

BILLING NAME/ADDRESS - CHANGE

BILLING NAME/ADDRESS - CORRECT

DEPOSIT - CUSTOMER REQUESTS RETURN OF

MESSAGE UNIT SVC/CHARGE - ADJUSTMENT

TOLLS - ADJUST

TROUBLE REPORT - ADJUSTMENT ISSUES

Billing Discontinue:

TOLL BILLING EXCEPTION(TBE) - DISCONTINUE

Billing Inquiry:

BILL - CHECK BALANCE

BILL - CUSTOMER REQUESTS DUPLICATE(S)

BILL - GENERAL INQUIRY

BILL - OC&C INQUIRY

BILL - QUESTION RECEIPT OF PAYMENT

CUSTOMER REQUEST CREDIT LETTER

DEPOSIT - CUSTOMER QUES. RECEIPT OF FOR NC

MESSAGE UNIT SVC/CHARGE - INQUIRY

QUESTION CLOSEST PMT CENTER

QUESTION DEPOSIT AMOUNT

QUESTION FCC CHARGE

QUESTION PREMIUM RATES

TOLLS - QUERY/D&K

3870

View Description Delete

Add New Interaction Reason

Category

Interaction Reason

Description

--SELECT CATEGORY--

Add Interaction Reason

Done

Trusted sites

Figure 3-8

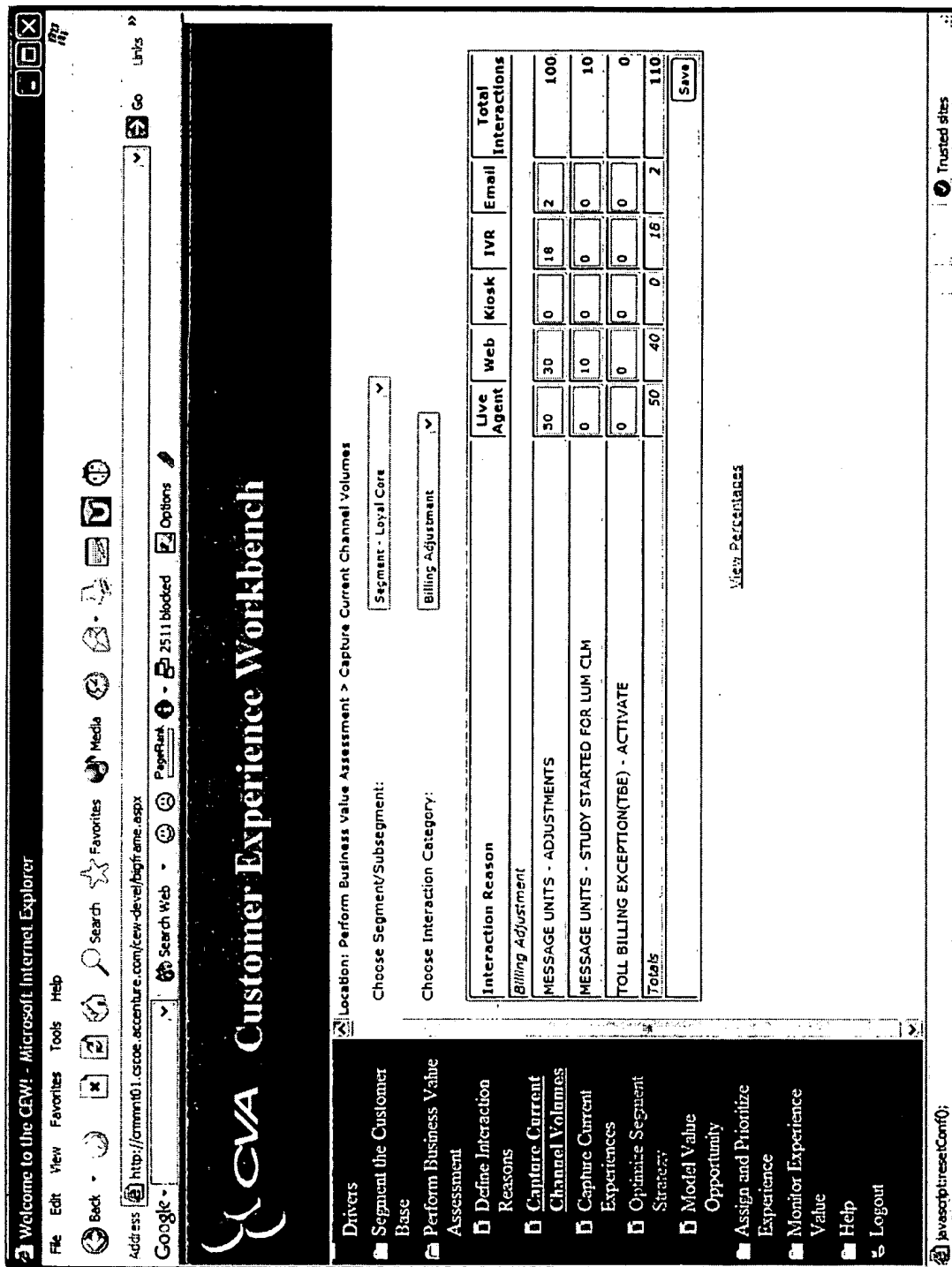


Figure 3-9

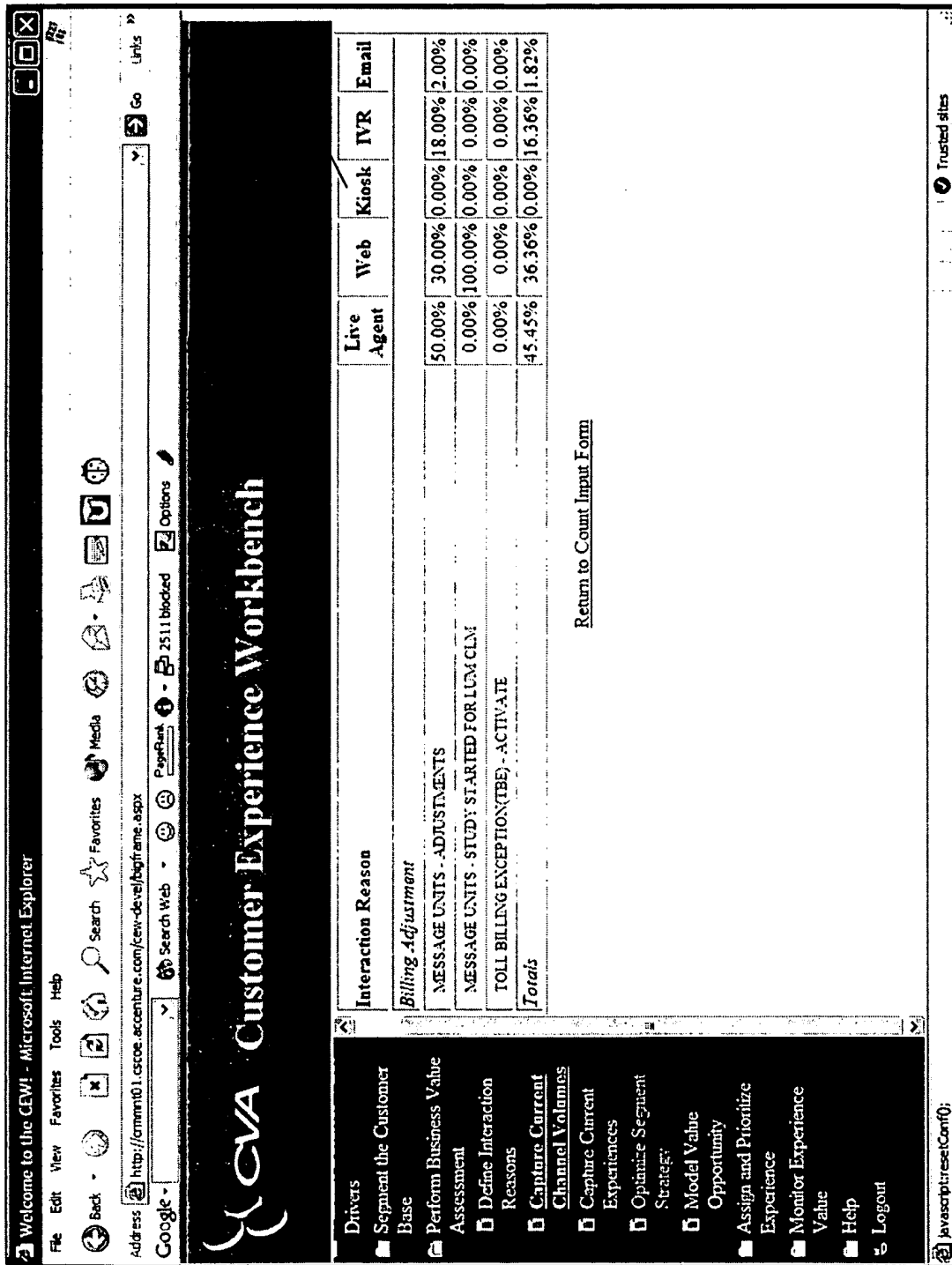


Figure 3-10

Welcome to the CEW! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address: http://cmmn01.cscoe.accenture.com/cew-dev/bigframe.aspx

Google Search Web 2511 blocked Options

CVA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

EVC Portal:

Session Name: Big Bang
 Created: 10/7/2003 3:34:01 PM
 Last Update: 12/3/2003 4:00:48 PM

Input Metrics	Description
Cost: Operations	
Cost: Technology	
Cost: Management & Workforce	
Revenue	
31210	

Value Levers	Description
Cost	
Revenue	
31220	

EVC Reports	Description
Benefits Summary Results	
A. Summary Benefits Results - Tables	
B. Summary Benefits Results - Charts	
Revenue Increase Summary Results	
31230	

Drivers

- Segment the Customer Base
- Perform Business Value Assessment
- Define Interaction Reasons
- Capture Current Channel Volumes
- Capture Current Experiences
- Optimize Segment Strategy
- Model Value Opportunity
- Assign and Prioritize Experience
- Monitor Experience Value
- Help
- Logout

Done

Figure 3-12

Welcome to the CWI - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://omni101.cscoc.accenture.com/cwi-dev/ef/bigrframe.aspx>

Google Search Web Search Web 2511 blocked Options

CWA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

EVC Input Metrics:

Session Name: Big Bang

Input Metrics - Cost	Value	Benchmarks
Management & Workforce		
Average Fully Loaded Wage of FT Agent per Hour	20.71	31310
Average Fully Loaded Salary of FT Management	55000	
Agents to Supervisors Ratio	10	
Supervisors to Management Ratio	2	
Time Spent in Initial Training, weeks	3	
Time to Proficiency, Weeks	8	
Percent Trainees who Complete Initial Training	94	
Cost of Initial Training	7000	

Save Cancel

Drivers

- Segment the Customer Base
- Perform Business Value Assessment
- Define Interaction Reasons
- Capture Current Channel Volumes
- Capture Current Experiences
- Optimize Segment Strategy
- Model Value Opportunity
- Assign and Prioritize Experience
- Monitor Experience Value
- Help
- Logout

Done Trusted sites

Figure 3-13

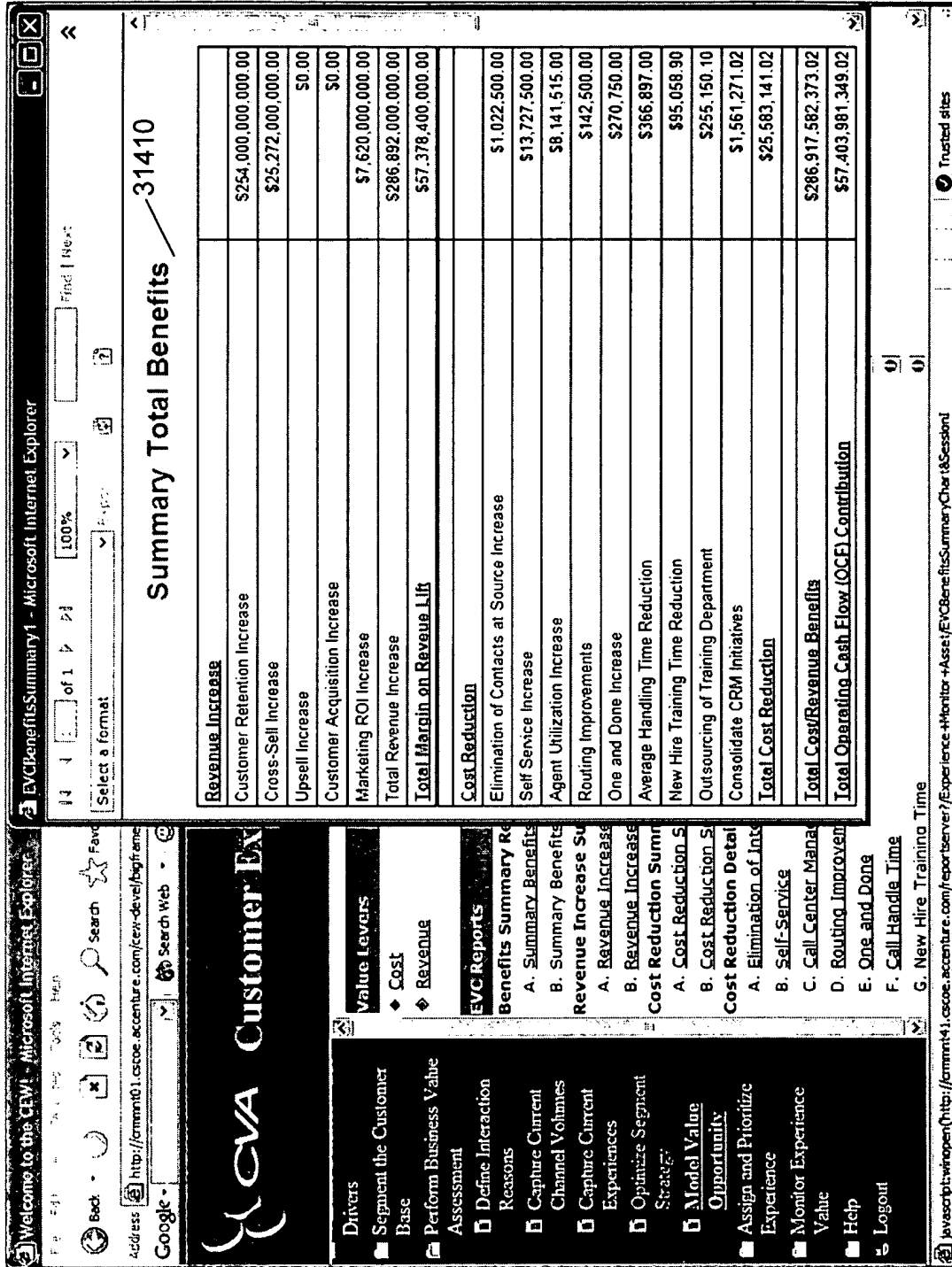


Figure 3-14

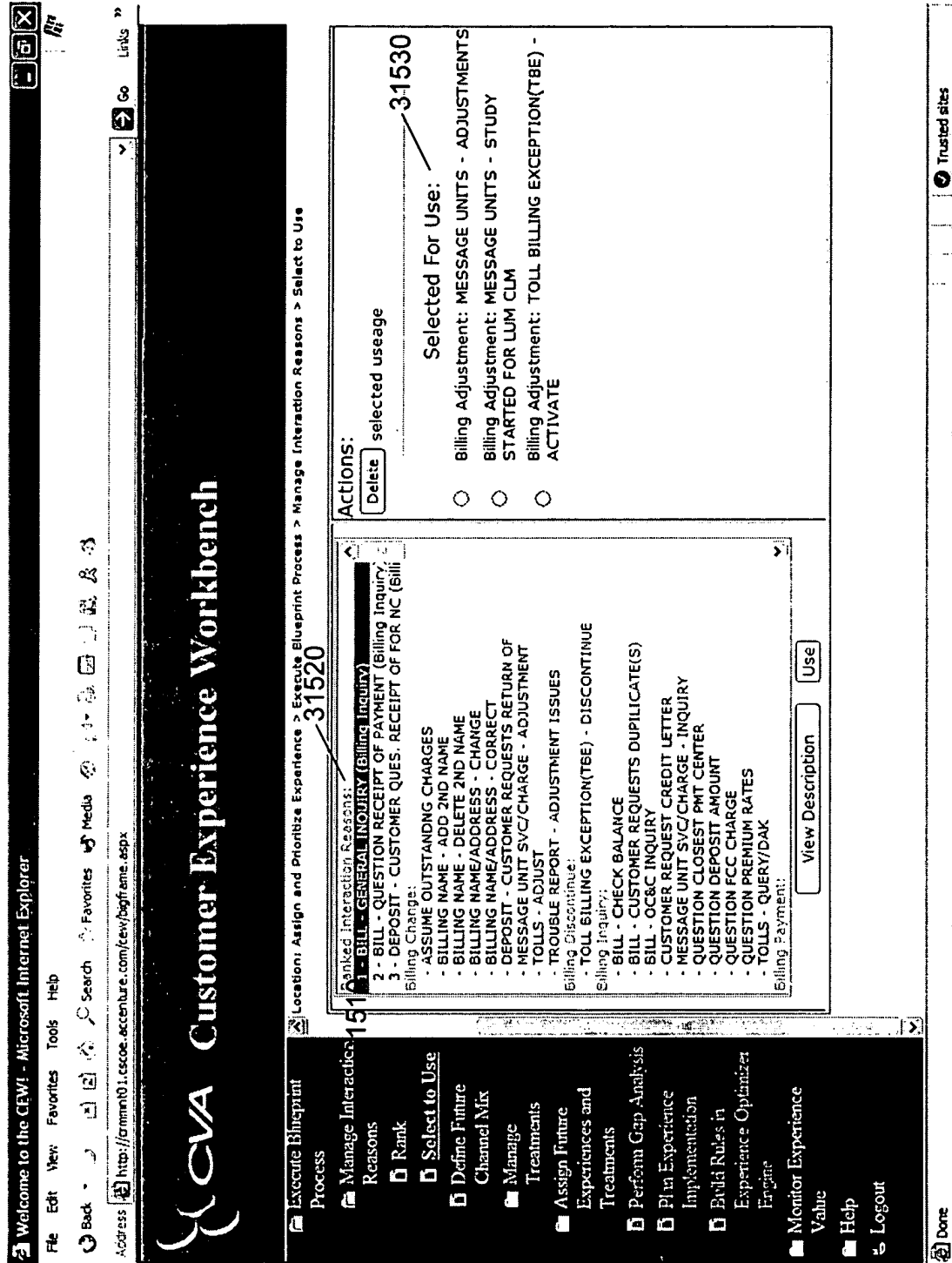


Figure 3-15

Welcome to the CEWI - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media PipeRank Search Web Options

Address http://cmm101.cscoc.accenture.com/csw-devel/bigrframe.aspx

CWA Customer Experience Workbench

Location: Assign and Prioritize Experience > Execute Blueprint Process > Define Future Channel Mix

Choose Segment/Subsegment: Segment - Loyal Core

31610

Interaction Reason	Live Agent	Web	Mosk	IVR	Email
Selected Interaction Reasons					
BILL - CUSTOMER REQUESTS DUPLICATE(S)	Future 5 %	90 %	0 %	0 %	5 %
	Current 0.00%	100.00%	0.00%	0.00%	0.00%
BILL - GENERAL INQUIRY	Future 5 %	90 %	0 %	5 %	0 %
	Current 0.00%	0.00%	0.00%	100.00%	0.00%
BILLING NAME - ADD 2ND NAME	Future 0 %	80 %	0 %	20 %	0 %
	Current 0.00%	0.00%	0.00%	0.00%	0.00%
MESSAGE UNITS - ADJUSTMENTS	Future 15 %	40 %	0 %	40 %	5 %
	Current 50.00%	30.00%	0.00%	18.00%	2.00%
Save					

- ☒ Execute Blueprint Process
 - ☒ Manage Interaction Reasons
 - ☒ Define Future Channel Mix
 - ☒ Manage Treatments
 - ☒ Assign Future Experiences and Treatments
 - ☒ Perform Gap Analysis
 - ☒ Plan Experience Implementation
 - ☒ Build Rules in Experience Optimizer Engine
 - ☒ Monitor Experience Value
 - ☒ Help
 - ☒ Logout

JavaScript is Disabled

Figure 3-16

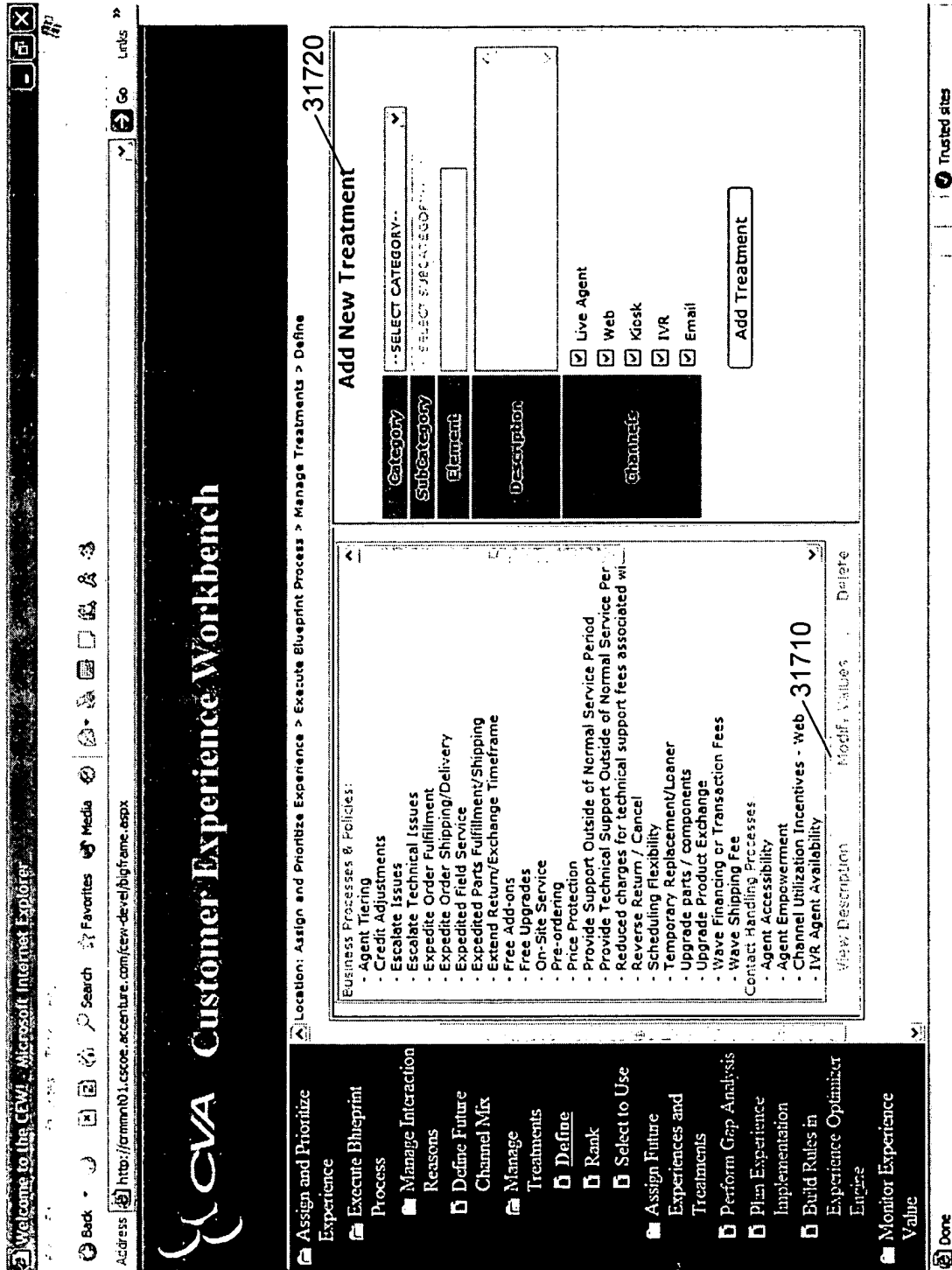


Figure 3-17

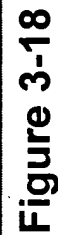


Figure 3-18

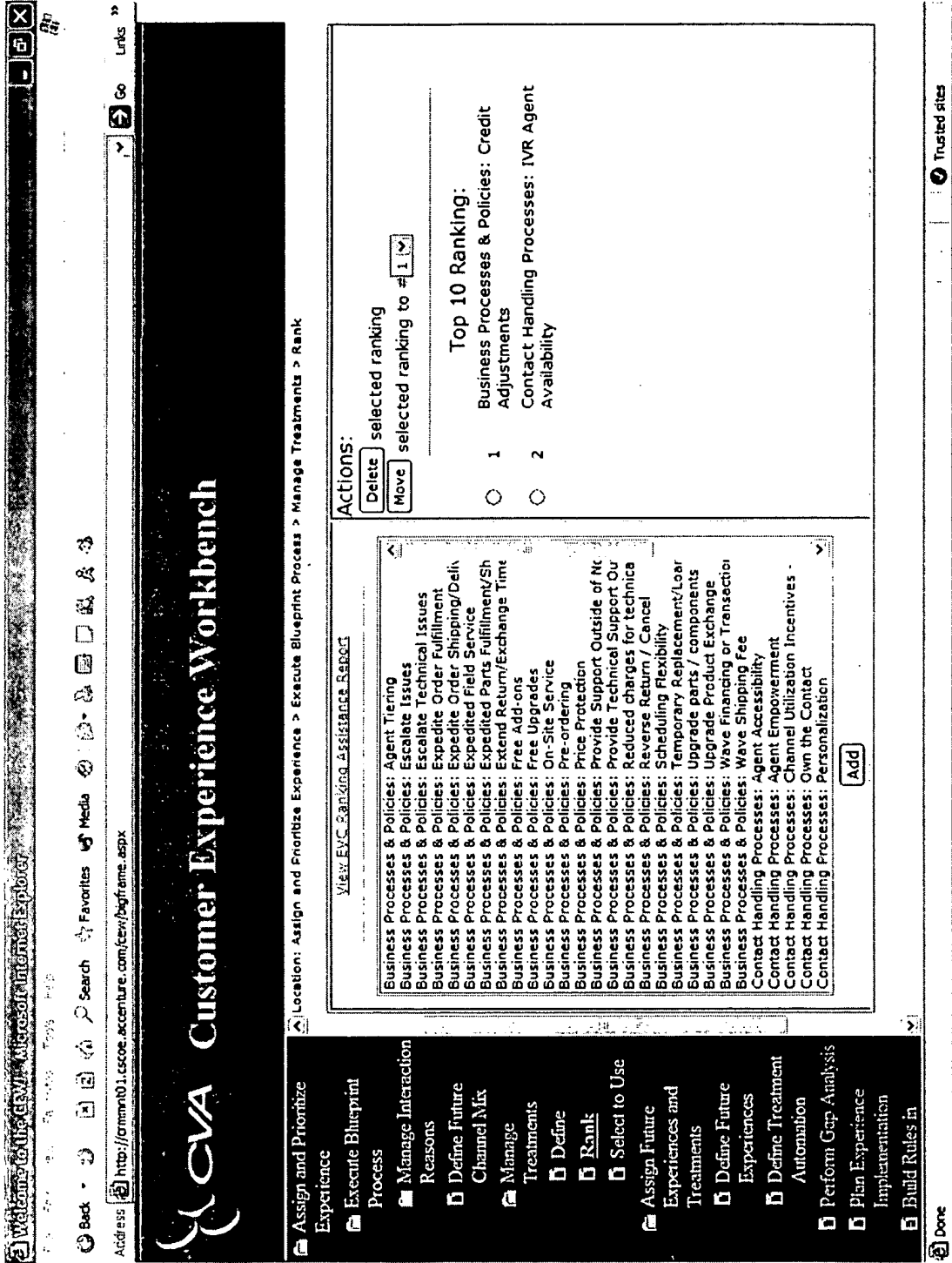


Figure 3-19



Figure 3-20

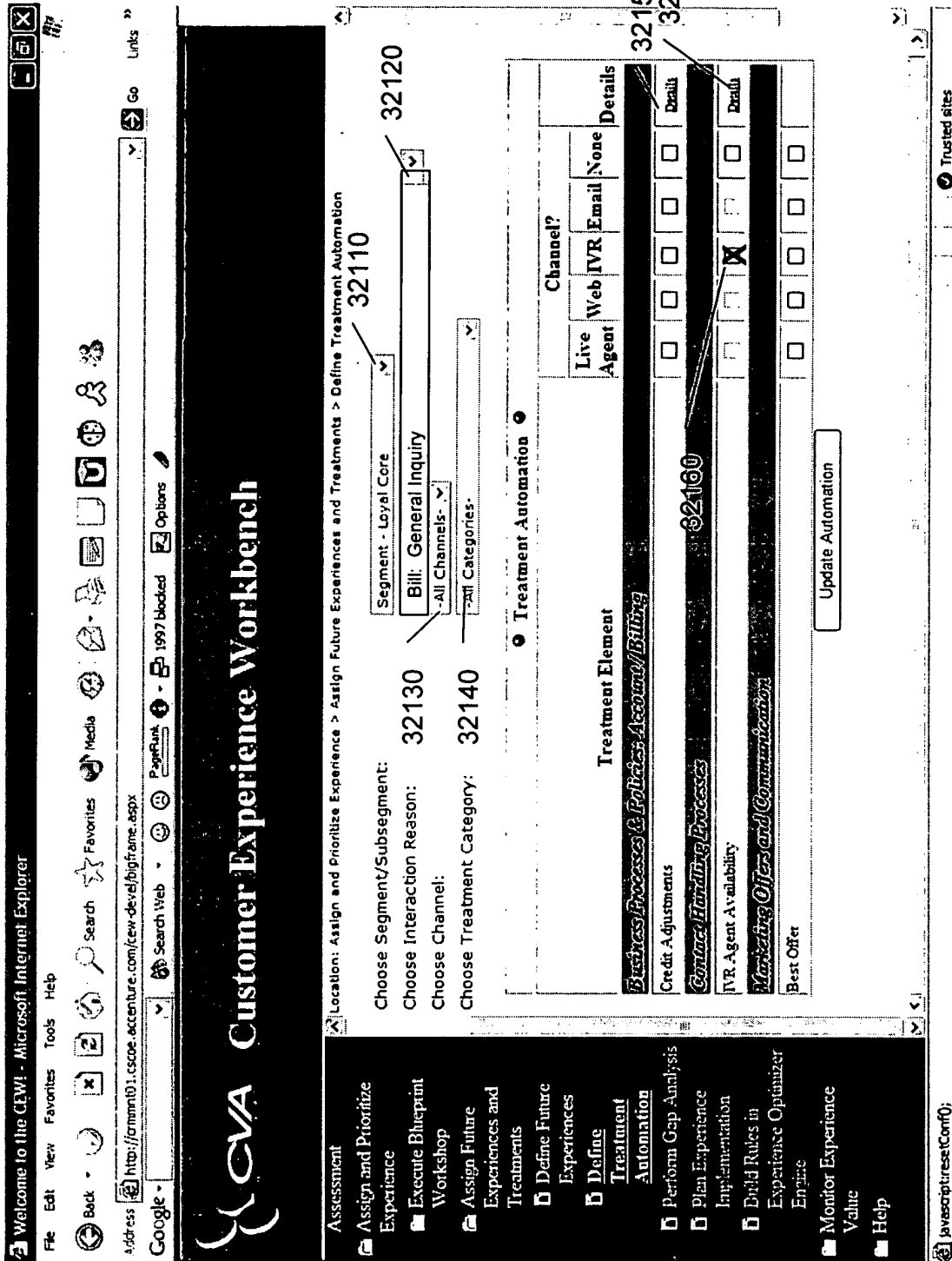


Figure 3-21

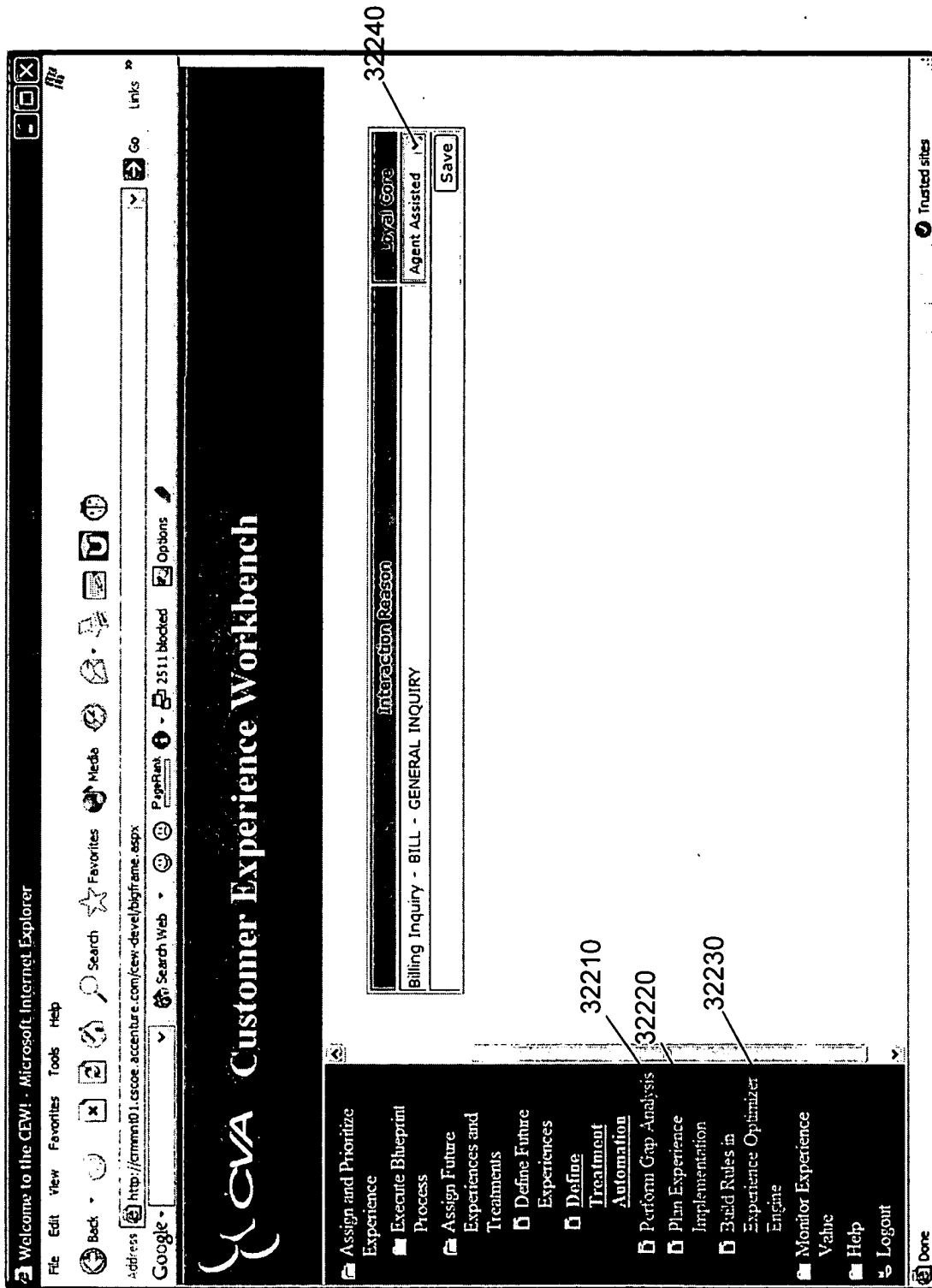


Figure 3-22

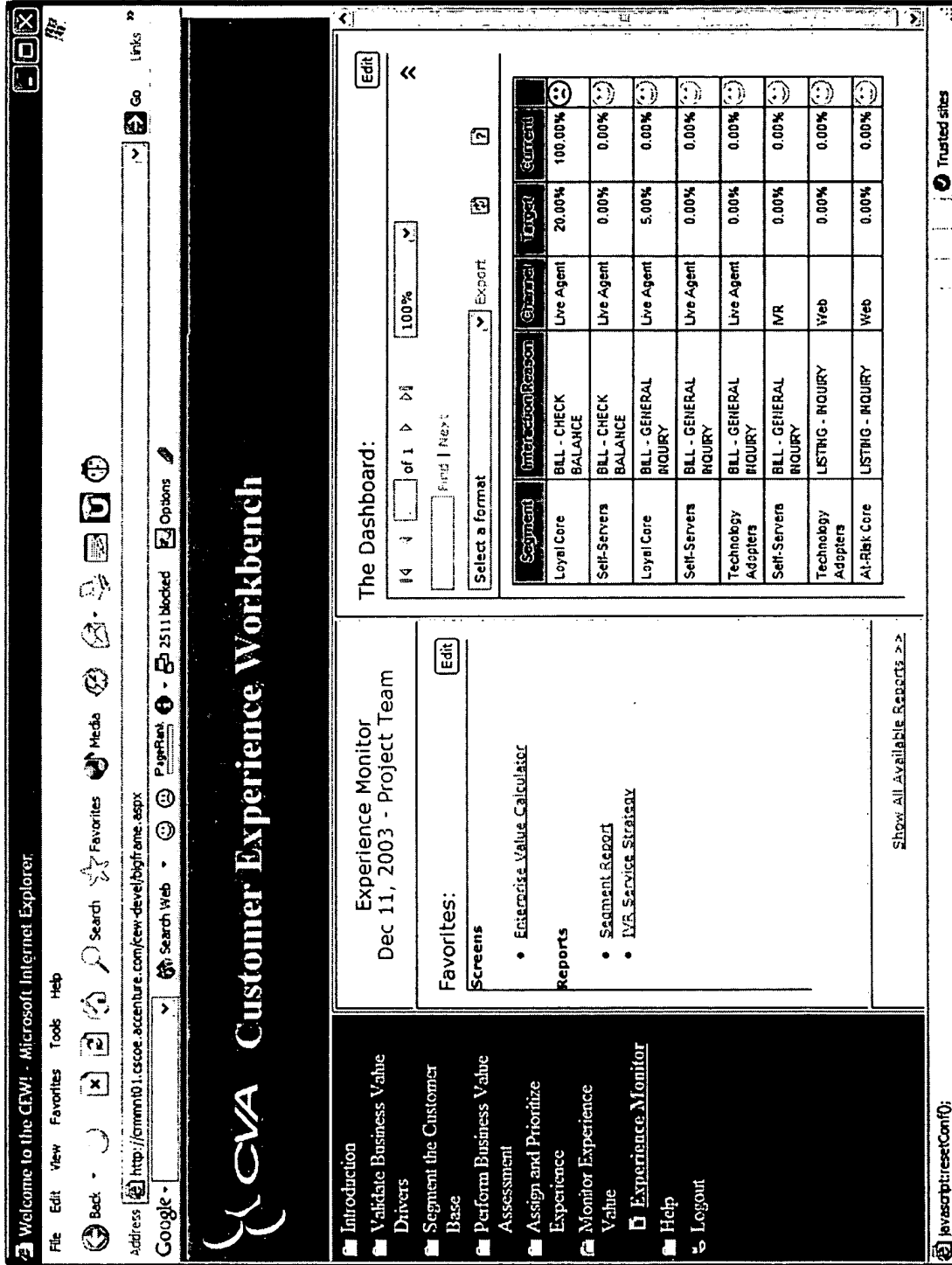


Figure 3-23

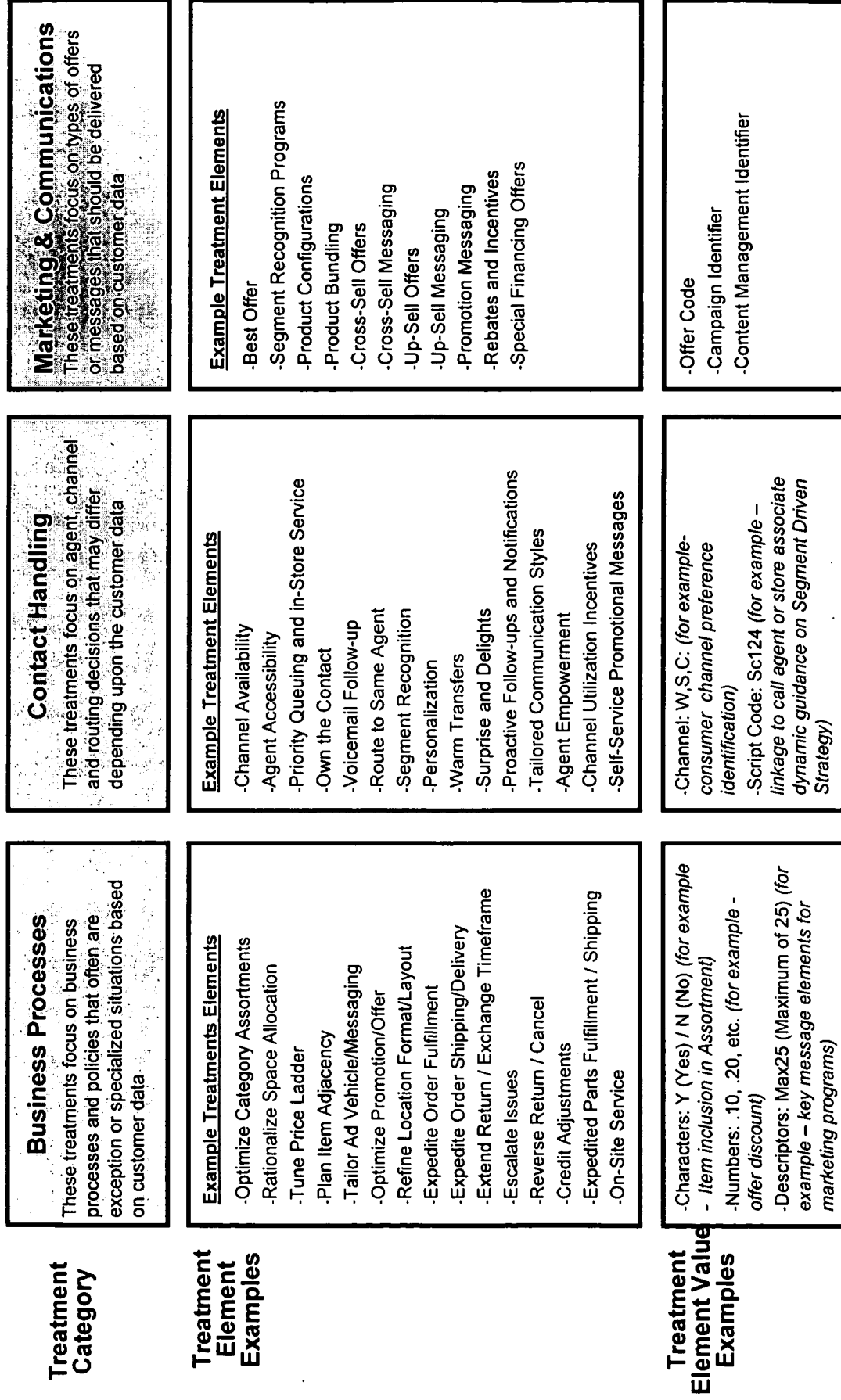


Figure 4 Example Treatment Taxonomy

Example Treatment Rule: "If a customer in the Loyal Core segment has an attrition score higher than 90, then deliver Gratitude Message and offer Platinum Service Plan at no charge

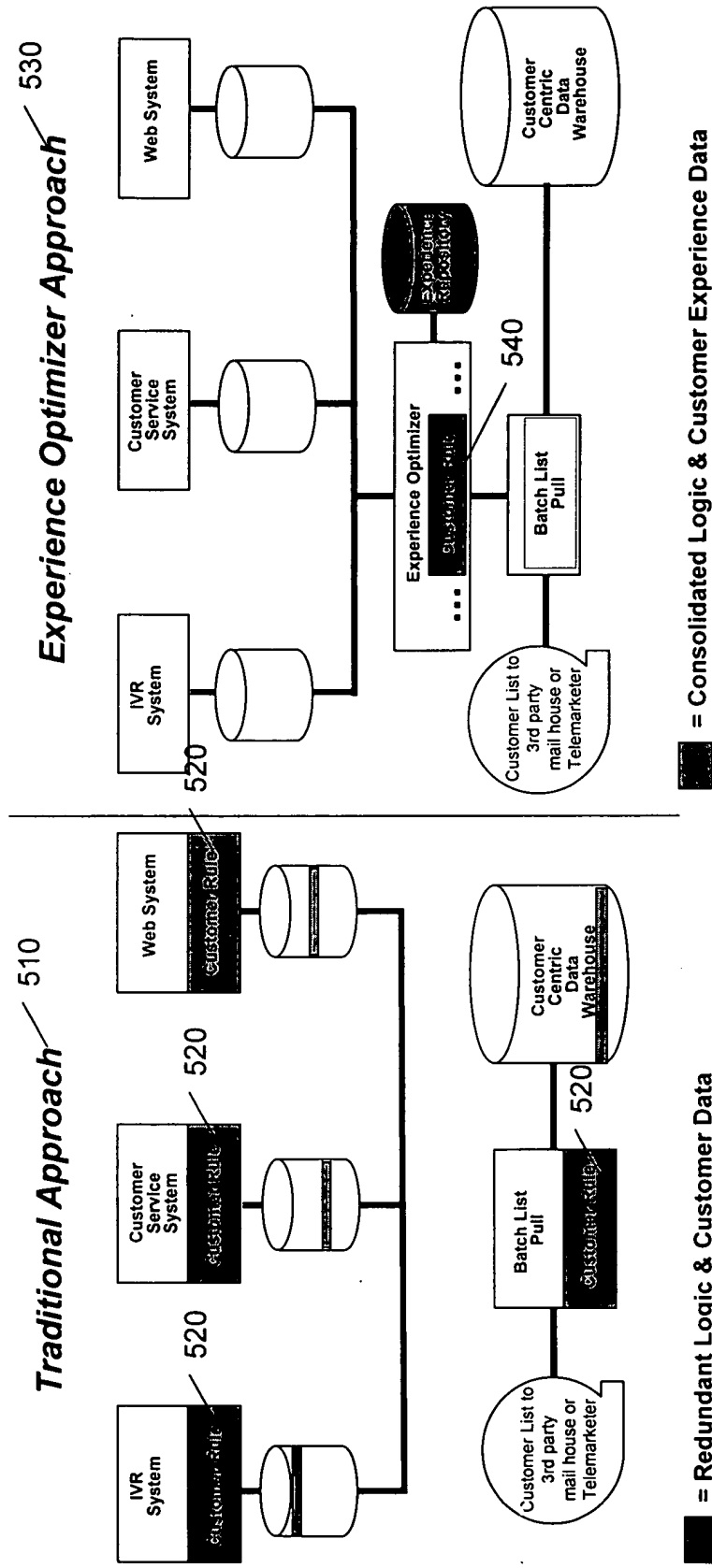


Figure 5 EO Consolidated Architecture Approach

1. Overriding Rules — 610

Rules governed by various federal laws, company policies or by credit/ risk related attributes of customers. These rules are basically applied to the whole population and global in nature. Each customer has to conform to these rules before other rules kicked off and processing starts.

Examples

1. All pander files (Do not call, No telemarketing, No communication from company etc. internal or external)
2. Credit Rating (bad credit history)
3. Bankruptcy (customer has filed for bankruptcy cover)
4. Fraud/ Delinquent Customers

2. Trigger Rules — 620

Rules triggered based on a change/ event in lifecycle of the customer. These events are not behavioral events and generally occur over a period of time. These events provide a good opportunities to convert into a product and service sale.

Examples

1. Change in address
2. Marriage
3. Customer Opening his/ her own business
4. Home Loan

3. Event Based Rules — 630

Rules kicked off after a service provider related event take place. These events are behavioral events and generally occur periodically during the relationship between a customer and an organization.

Examples:

1. Customer is looking for some additional products
2. Customer looks for add-on components with the existing services/ product he is enjoying
3. Customer just purchased a new service/product
4. Customer shows some kind of unhappiness with the current product/ service

4. Interaction Rules (CEW Rules) — 640

Rules executed through the absence of previous processing categories. These may be behavioral cues and can be observed during the customer's relationship with the organization. These cues are usually mature in nature and can be determined through analytics, intelligence, or predetermined company rules

Examples:

1. Behavioral change in usage pattern
2. Natural upward product/ service migration
3. People of same profile migrating to new or add-on
4. CEW stated treatment data

Figure 6 Rules Processing and Categorization

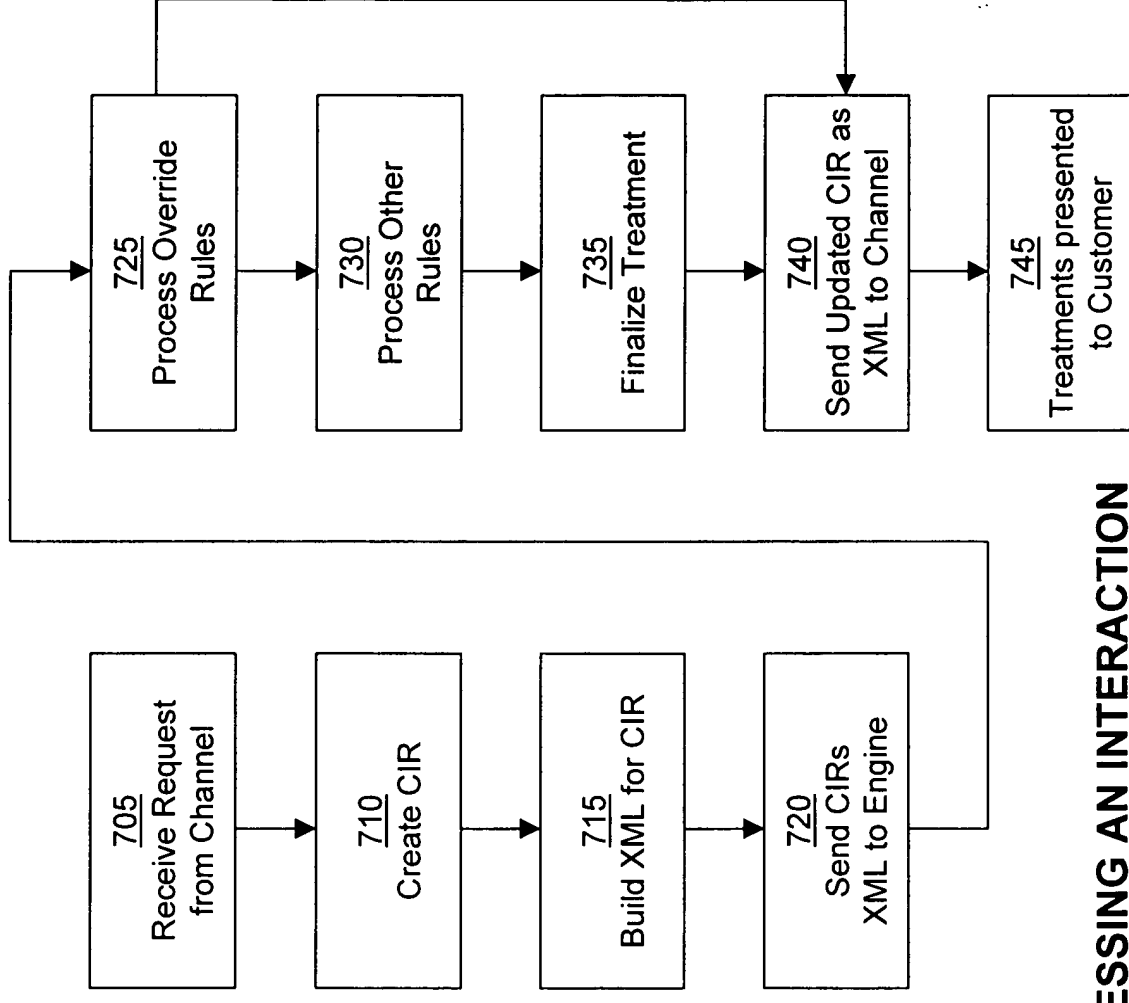


Figure 7 PROCESSING AN INTERACTION

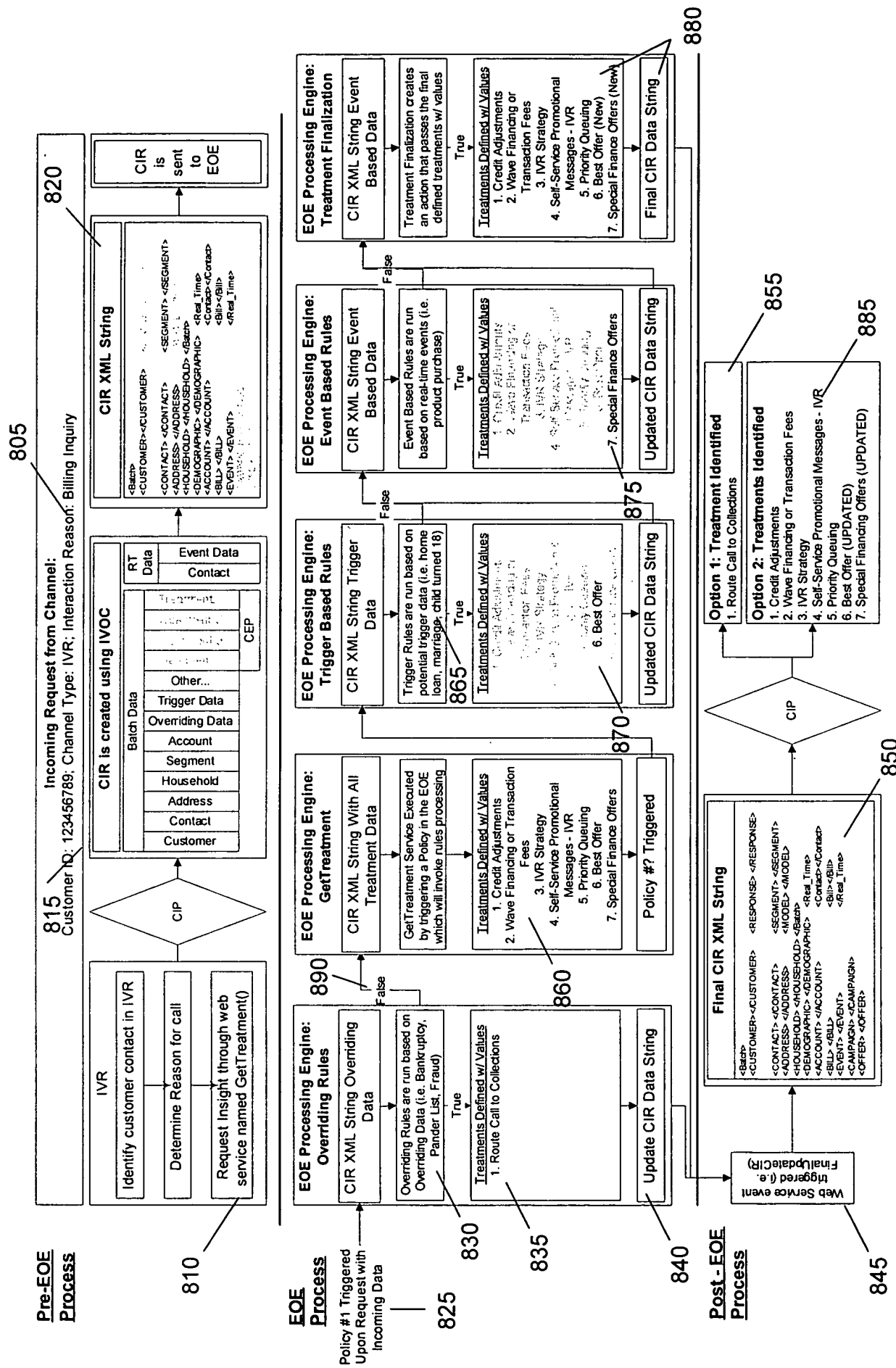


Figure 8 Engine Execution Process

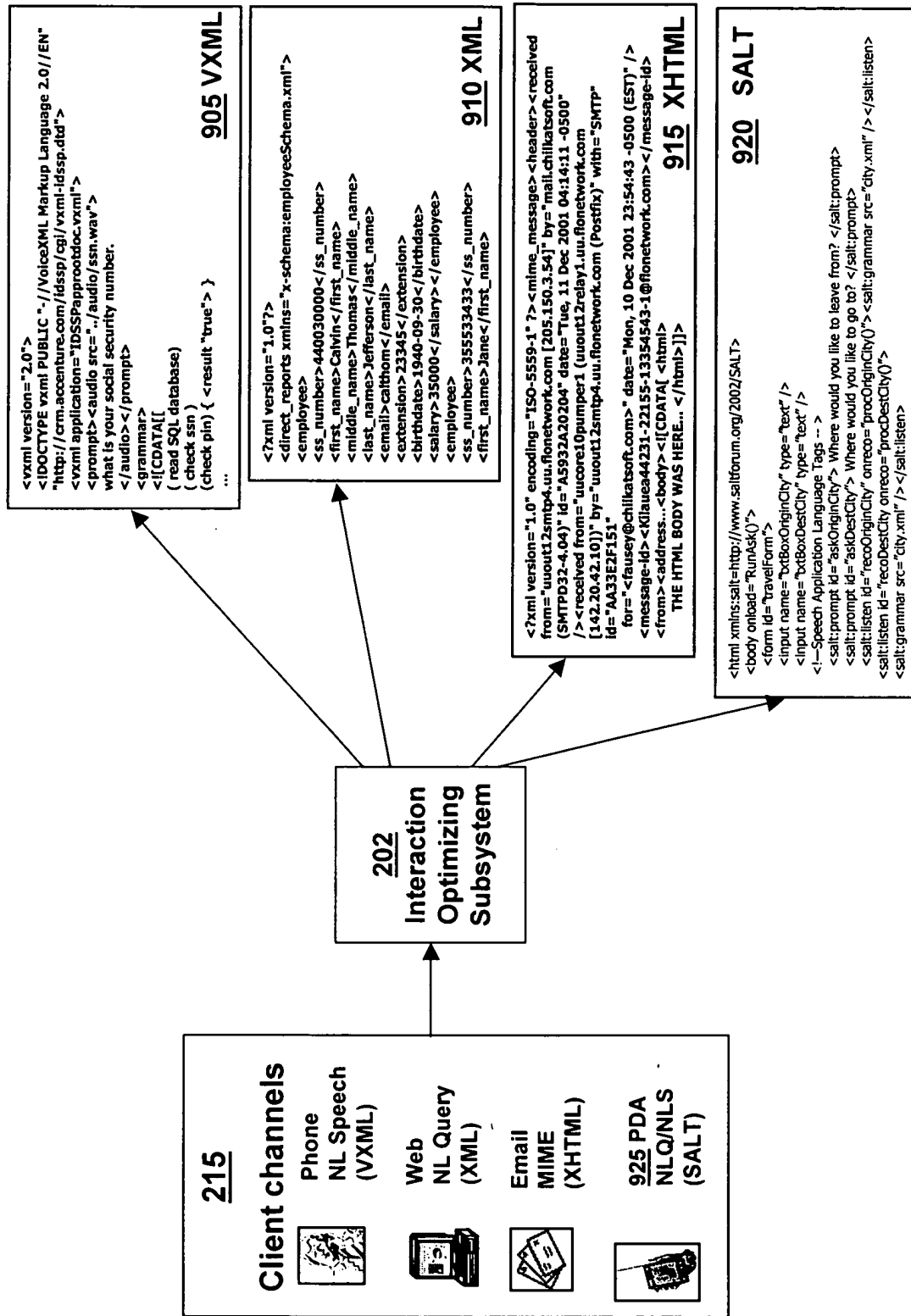


Figure 9 Example Channel-Specific Code Generation

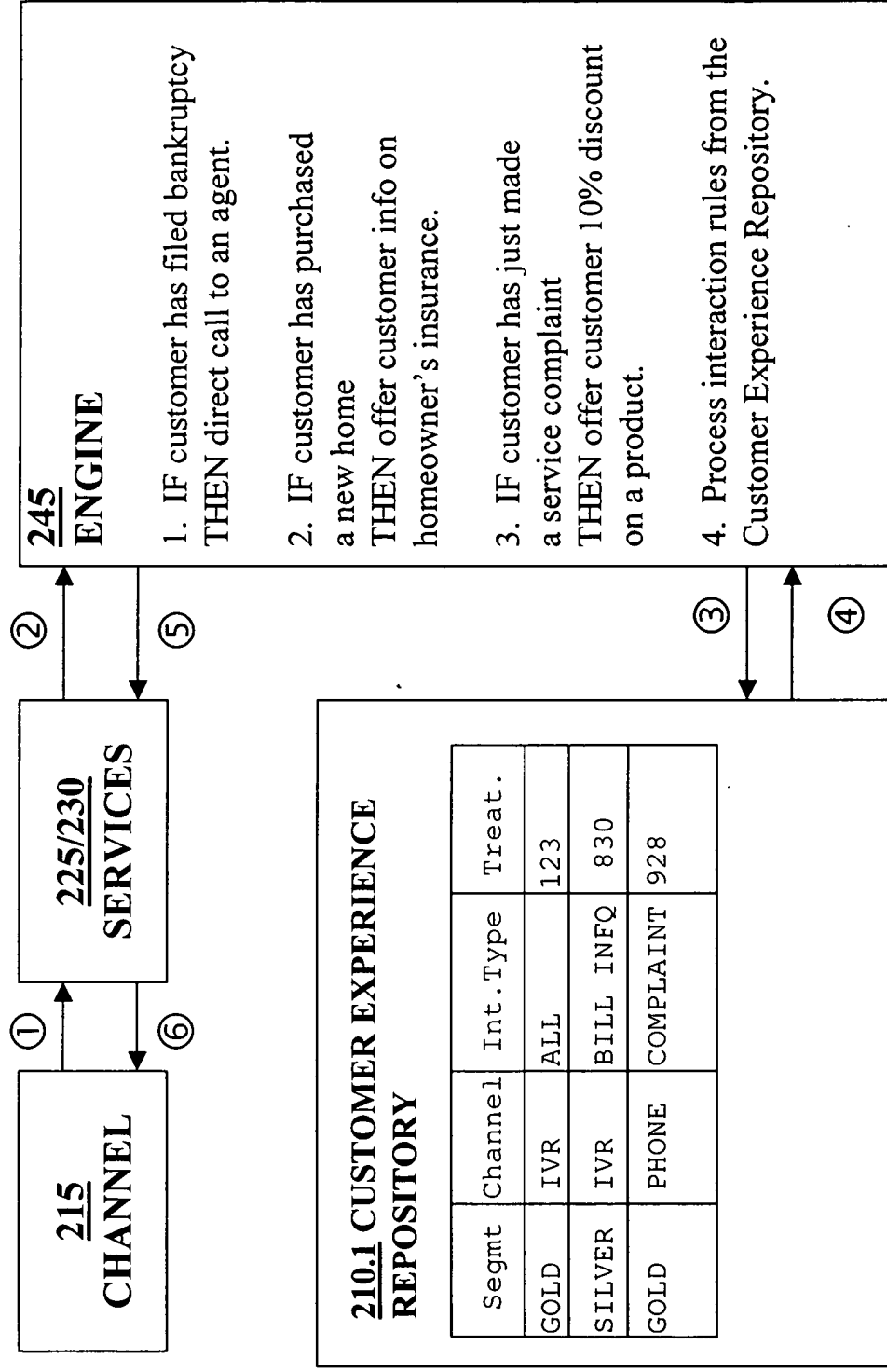


Figure 10